



JOB DESCRIPTION

Role: RBO Schools Marketing Officer (0.6 FTE)

Reports to: Digital Marketing Manager

Main Purpose of the Job

The key purpose of the Marketing Officer position is to enable RBO Schools to reach our ambitious new growth targets by scaling up the engagement of teachers and young people with our key offers:

- Teacher Training (in-person and online)
- Online Resources (available at roh.org.uk/schools)
- Live Lessons
- Beacon events such as the mass-participation digital event Create Day.

In this key role, you will sit within the RBO Schools Team (part of the Learning & Participation department) and report to the RBO Schools Marketing Manager.

You will work alongside the RBO Schools Digital Strategy Manager, RBO Schools Digital Marketing Manager and RBO Schools Marketing Officer to support the development and implementation of organic, paid and email marketing campaigns for our schools programmes with a focus on growth.

Main responsibilities:

Paid and CRM Campaign Delivery

- Work collaboratively within the team to devise creative concepts for RBO Schools' full-funnel campaigns
- Produce highly engaging text and visual content to support campaigns that take prospective customers on the journey from awareness to conversion (event-sign-up).
- Deliver organic, paid and email marketing campaigns to maximise teacher sign-ups to our events
- Manage a range of platform tools, ad managers, CRM email marketing tools to maximise teacher sign-ups to our events
- Work with the Digital Marketing Manager to evaluate data and report on the ROI of paid and email campaigns, generating data-driven insights and learnings.
- Optimise and adapt activity by applying insights and learnings from data and dedicated testing e.g. through A/B tests.
- Ensure lead times and deadlines for all marketing activities you are responsible for are met and budgets and allocated resources managed.
- Work with the Digital Marketing Manager to brief campaign assets internally e.g. to the Content Creator and externally to freelancers and agencies.
- Support the Digital Marketing Manager to work effectively with RBO Schools media buying agencies on advertising strategies, media placements and provision of content.

- Ensure that all marketing copy and creative is accurate and aligns with the Royal Ballet and Opera's brand identity and tone of voice.
- Keep in touch with best practice, trends and new technologies or tools (e.g. AI Marketing) relevant to the arts /education sectors and the Marketing Officer role

Other responsibilities

- Develop excellent working relationships within the RBO Schools team.
- Develop strong relationships and work closely and collaboratively with internal stakeholders across the Royal Ballet and Opera.
- Ensure a safe, inclusive and welcoming environment by adhering to all compliance requirements for on and offsite delivery including Health & Safety; Safeguarding; Insurance; Equality and Diversity; management of data in line with GDPR; UK Border Agency checks
- Ensure fiscal responsibility and adherence to ROH financial policies
- Ensure all copyright and licenses are secured, working with Business Affairs as necessary
- Ensure all media and image permissions are secured and all records of photography and recordings are saved and securely stored
- Assist other members of the RBO Schools team in the roll out of activity.
- Other duties as allocated by the Digital Strategy Manager to ensure smooth running of the team and its workload.
- Uphold the ROH values and behaviours: Treat each other with Respect - Be Open - Value the Highest Standards

This Job Description reflects the current situation. It does not preclude change or development that might be required in the future.

This position is based in Covent Garden but may require regular work in other locations of England as directed.

PERSON SPECIFICATION:

Essential knowledge, skills & experience

- A proven track record in Digital Marketing with an understanding of critical success factors in a marketing campaign.
- Experience of devising organic and paid campaigns across multiple channels to promote events, products or services.
- Experience of using platforms and tools to deliver organic and paid campaigns on X and Meta is essential. Experience with Tiktok and YouTube is desired.
- Experience of using CRMs and email marketing platforms and tools together deliver email campaigns.
- Experience of using data to report on, analyse and optimise campaigns to maximise effectiveness
- Confidence and flair when writing creative marketing copy for a variety of audiences and marketing channels.
- Proven experience in content creation using text and graphics. Graphics skills – familiarity with editing images and pre-prepared templates using Adobe Creative suite (or similar)
- Excellent attention to detail and accuracy with a high standard of written and verbal English and strong proofreading skills
- Strong organisational skills with the ability to prioritise your own workload and meet deadlines
- Excellent communication skills, Effective relationship management skills; able to deal effectively with a wide range of stakeholders and at all levels internally and externally

Desired knowledge, skills & experience

- More advanced graphic design skills e.g. design of flyers, brochures, infographics, email templates and web banners
- Experience of creating and editing video content.

